PATENT COOPERATION TREATY

From the INTERNATIONAL SEARCHING AUTHORITY

To: ROGER C. KUAN BAKER & MCKENZIE LLP 2001 ROSS AVENUE, SUITE 2300 DALLAS, TX 75201	**PCT** NOTIFICATION OF TRANSMITTAL OF THE INTERNATIONAL SEARCH REPORT AND THE WRITTEN OPINION OF THE INTERNATIONAL SEARCHING AUTHORITY, OR THE DECLARATION (PCT Rule 44.1)

	Date of mailing *(day/month/year)* **23 DEC 2008**
Applicant's or agent's file reference 67175120.001104	**FOR FURTHER ACTION** See paragraphs 1 and 4 below
International application No. PCT/US 08/81367	International filing date *(day/month/year)* 27 October 2008 (27.10.2008)
Applicant INTERPOLS NETWORK INCORPORATED	

1. ☒   The applicant is hereby notified that the international search report and the written opinion of the International Searching Authority have been established and are transmitted herewith.

   Filing of amendments and statement under Article 19:
   The applicant is entitled, if he so wishes, to amend the claims of the international application (see Rule 46):
   - **When?**   The time limit for filing such amendments is normally two months from the date of transmittal of the international search report.
   - **Where?**   Directly to the International Bureau of WIPO, 34 chemin des Colombettes
     1211 Geneva 20, Switzerland, Facsimile No.: +41 22 740 14 35
   - For more detailed instructions, see the notes on the accompanying sheet.

2. ☐   The applicant is hereby notified that no international search report will be established and that the declaration under Article 17(2)(a) to that effect and the written opinion of the International Searching Authority are transmitted herewith.

3. ☐   With regard to the protest against payment of (an) additional fee(s) under Rule 40.2, the applicant is notified that:
   - ☐   the protest together with the decision thereon has been transmitted to the International Bureau together with the applicant's request to forward the texts of both the protest and the decision thereon to the designated Offices.
   - ☐   no decision has been made yet on the protest; the applicant will be notified as soon as a decision is made.

4. **Reminders**

   Shortly after the expiration of 18 months from the priority date, the international application will be published by the International Bureau. If the applicant wishes to avoid or to postpone publication, a notice of withdrawal of the international application, or of the priority claim, must reach the International Bureau as provided in Rules 90bis.1 and 90bis.3, respectively, before the completion of the technical preparations for international publication.

   The applicant may submit comments on an informal basis on the written opinion of the International Searching Authority to the International Bureau. The International Bureau will send a copy of such comments to all designated Offices unless an international preliminary examination report has been or is to be established. These comments would also be made available to the public but not before the expiration of 30 months from the priority date.

   Within 19 months from the priority date, but only in respect of some designated Offices, a demand for international preliminary examination must be filed if the applicant wishes to postpone the entry into the national phase until 30 months from the priority date (in some Offices even later); otherwise, the applicant must, within 20 months from the priority date, perform the prescribed acts for entry into the national phase before those designated Offices.

   In respect of other designated Offices, the time limit of 30 months (or later) will apply even if no demand is filed within 19 months.

   See the Annex to Form PCT/IB/301 and, for details about the applicable time limits, Office by Office, see the *PCT Applicant's Guide*, Volume II, National Chapters and the WIPO Internet site.

Name and mailing address of the ISA/US Mail Stop PCT, Attn: ISA/US Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450 Facsimile No. 571-273-3201	Authorized officer Lee W. Young PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774

Form PCT/ISA/220 (January 2004)   *(See notes on accompanying sheet)*

PATENT COOPERATION TREATY

PCT

INTERNATIONAL SEARCH REPORT

(PCT Article 18 and Rules 43 and 44)

Applicant's or agent's file reference 67175120.001104	**FOR FURTHER ACTION**	see Form PCT/ISA/220 as well as, where applicable, item 5 below.
International application No. PCT/US 08/81367	International filing date *(day/month/year)* 27 October 2008 (27.10.2008)	(Earliest) Priority Date *(day/month/year)* 31 October 2007 (31.10.2007)
Applicant INTERPOLS NETWORK INCORPORATED		

This international search report has been prepared by this International Searching Authority and is transmitted to the applicant according to Article 18. A copy is being transmitted to the International Bureau.

This international search report consists of a total of _7_ sheets.

☐ It is also accompanied by a copy of each prior art document cited in this report.

1. **Basis of the report**

    a. With regard to the **language**, the international search was carried out on the basis of:

    ☒ the international application in the language in which it was filed.

    ☐ a translation of the international application into _____ which is the language of a translation furnished for the purposes of international search (Rules 12.3(a) and 23.1(b)).

    b. ☐ This international search report has been established taking into account the **rectification of an obvious mistake** authorized by or notified to this Authority under Rule 91 (Rule 43.6bis(a)).

    c. ☐ With regard to any **nucleotide and/or amino acid sequence** disclosed in the international application, see Box No. I.

2. ☐ **Certain claims were found unsearchable** (see Box No. II).

3. ☐ **Unity of invention is lacking** (see Box No. III).

4. With regard to the **title**,

    ☒ the text is approved as submitted by the applicant.

    ☐ the text has been established by this Authority to read as follows:

5. With regard to the **abstract**,

    ☒ the text is approved as submitted by the applicant.

    ☐ the text has been established, according to Rule 38.2(b), by this Authority as it appears in Box No. IV. The applicant may, within one month from the date of mailing of this international search report, submit comments to this Authority.

6. With regard to the **drawings**,

    a. the figure of the drawings to be published with the abstract is Figure No. 1_____

    ☐ as suggested by the applicant.

    ☒ as selected by this Authority, because the applicant failed to suggest a figure.

    ☐ as selected by this Authority, because this figure better characterizes the invention.

    b. ☐ none of the figures is to be published with the abstract.

Form PCT/ISA/210 (first sheet) (April 2007)

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US 08/81367

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06Q 30/00 (2008.04)
USPC - 705/14

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
G06Q 30/00 (2008.04); 705/14

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
705/1;705/50;709/217;709/231;715/200

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
Google; Google Scholar; Google Patents; PubWest(PGPB,USPT,USOC,EPAB,JPAB);
Search Terms Used: self-contained advertisement unit, web browser, DHTML, advertisement server, interacting, plug-in application

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2005/0086105 A1 (MCFADDEN et al.) 21 April 2005 (21.04.2005), para [0003], para [0022]-[0043]	1-25
Y	US 2006/0123038 A1 (FENTON et al.) 08 June 2006 (08.06.2006), para [0011]-[0040], para [0102]	1-25

☐ Further documents are listed in the continuation of Box C.   ☐

*	Special categories of cited documents:	"T"	later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"A"	document defining the general state of the art which is not considered to be of particular relevance		
"E"	earlier application or patent but published on or after the international filing date	"X"	document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
"L"	document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	"Y"	document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
"O"	document referring to an oral disclosure, use, exhibition or other means		
"P"	document published prior to the international filing date but later than the priority date claimed	"&"	document member of the same patent family

Date of the actual completion of the international search	Date of mailing of the international search report
04 December 2008 (04.12.2008)	23 DEC 2008

Name and mailing address of the ISA/US	Authorized officer
Mail Stop PCT, Attn: ISA/US, Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450 Facsimile No. 571-273-3201	Lee W. Young PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774

Form PCT/ISA/210 (second sheet) (April 2007)

PATENT COOPERATION TREATY

From the
INTERNATIONAL SEARCHING AUTHORITY

To:
ROGER C. KUAN
BAKER & MCKENZIE LLP
2001 ROSS AVENUE, SUITE 2300
DALLAS, TX 75201

PCT

WRITTEN OPINION OF THE
INTERNATIONAL SEARCHING AUTHORITY

(PCT Rule 43*bis*.1)

Date of mailing *(day/month/year)*	**23 DEC 2008**

Applicant's or agent's file reference 67175120.001104	**FOR FURTHER ACTION** See paragraph 2 below	
International application No. PCT/US 08/81367	International filing date *(day/month/year)* 27 October 2008 (27.10.2008)	Priority date *(day/month/year)* 31 October 2007 (31.10.2007)
International Patent Classification (IPC) or both national classification and IPC IPC(8) - G06Q 30/00 (2008.04) USPC - 705/14		
Applicant INTERPOLS NETWORK INCORPORATED		

1. This opinion contains indications relating to the following items:

   ☒   Box No. I   Basis of the opinion

   ☐   Box No. II   Priority

   ☐   Box No. III   Non-establishment of opinion with regard to novelty, inventive step and industrial applicability

   ☐   Box No. IV   Lack of unity of invention

   ☒   Box No. V   Reasoned statement under Rule 43*bis*.1(a)(i) with regard to novelty, inventive step or industrial applicability;
                           citations and explanations supporting such statement

   ☐   Box No. VI   Certain documents cited

   ☐   Box No. VII   Certain defects in the international application

   ☐   Box No. VIII   Certain observations on the international application

2. **FURTHER ACTION**

If a demand for international preliminary examination is made, this opinion will be considered to be a written opinion of the International Preliminary Examining Authority ("IPEA") except that this does not apply where the applicant chooses an Authority other than this one to be the IPEA and the chosen IPEA has notified the International Bureau under Rule 66.1*bis*(b) that written opinions of this International Searching Authority will not be so considered.

If this opinion is, as provided above, considered to be a written opinion of the IPEA, the applicant is invited to submit to the IPEA a written reply together, where appropriate, with amendments, before the expiration of 3 months from the date of mailing of Form PCT/ISA/220 or before the expiration of 22 months from the priority date, whichever expires later.

For further options, see Form PCT/ISA/220.

3. For further details, see notes to Form PCT/ISA/220.

Name and mailing address of the ISA/US Mail Stop PCT, Attn: ISA/US Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450 Facsimile No. 571-273-3201	Date of completion of this opinion 05 December 2008 (05.12.2008)	Authorized officer: Lee W. Young PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774

Form PCT/ISA/237 (cover sheet) (April 2007)

WRITTEN OPINION OF THE INTERNATIONAL SEARCHING AUTHORITY	International application No.
	PCT/US 08/81367

Box No. I   Basis of this opinion

1. With regard to the **language**, this opinion has been established on the basis of:

   ☒ the international application in the language in which it was filed.

   ☐ a translation of the international application into _____ which is the language of a translation furnished for the purposes of international search (Rules 12.3(a) and 23.1(b)).

2. ☐ This opinion has been established taking into account the **rectification of an obvious mistake** authorized by or notified to this Authority under Rule 91 (Rule 43*bis*.1(a))

3. With regard to any **nucleotide and/or amino acid sequence** disclosed in the international application, this opinion has been established on the basis of:

   a. type of material

      ☐ a sequence listing

      ☐ table(s) related to the sequence listing

   b. format of material

      ☐ on paper

      ☐ in electronic form

   c. time of filing/furnishing

      ☐ contained in the international application as filed

      ☐ filed together with the international application in electronic form

      ☐ furnished subsequently to this Authority for the purposes of search

4. ☐ In addition, in the case that more than one version or copy of a sequence listing and/or table(s) relating thereto has been filed or furnished, the required statements that the information in the subsequent or additional copies is identical to that in the application as filed or does not go beyond the application as filed, as appropriate, were furnished.

5. Additional comments:

Form PCT/ISA/237 (Box No. I) (April 2007)

WRITTEN OPINION OF THE INTERNATIONAL SEARCHING AUTHORITY	International application No.
	PCT/US 08/81367

Box No. V   Reasoned statement under Rule 43bis.1(a)(i) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement

1.   Statement

Novelty (N)	Claims	1-25		YES
	Claims	None		NO
Inventive step (IS)	Claims	None		YES
	Claims	1-25		NO
Industrial applicability (IA)	Claims	1-25		YES
	Claims	None		NO

2.   Citations and explanations:

Claims 1-25 lack an inventive step under PCT Article 33(3) as being obvious over US 2005/0086105 A1 to McFadden et al. (hereinafter McFadden) in view of US 2006/0123038 A1 to Fenton et al. (hereinafter Fenton).

Regarding claim 1, McFadden discloses a computer implemented method for interactive delivery (interaction, para [0043]) of self-contained advertisement units to a web browser (advertisements, para [0003]), comprising: requesting a webpage from an affiliate content server (message retriever, para [0027]); receiving the webpage in the web browser, wherein the webpage includes a request for a first self-contained advertisement unit (message unit, para [0022]); rendering the webpage in the web browser (web browser, para [0024]); sending the request for the first self-contained advertisement unit to an advertisement server (message server, para [0022]); receiving the first self-contained advertisement unit (message retriever, para [0027]); rendering the first self-contained advertisement unit, wherein the first self-contained advertisement unit is rendered without a plug-in application (advertisements, para [0003]); interacting with the first self-contained advertisement unit (interaction, para [0043]); sending details of the interactions to the advertisement server (message server, para [0022]); dynamically processing the details of the interactions with the first self-contained advertisement unit to select a second self-contained advertisement unit (message unit, para [0022]); sending the second self-contained advertisement unit to the web browser (web browser, para [0024] - M); and rendering the second self-contained advertisement unit, wherein the second self-contained advertisement unit is rendered without a plug-in application (message unit, para [0022]). McFadden does not expressly disclose rendering the webpage in the web browser, wherein the rendered webpage includes a designated space for advertisement units; rendering the first self-contained advertisement unit within the designated space for advertisement units; and rendering the second self-contained advertisement unit within the designated space for advertisement units (manage showcase pages, para [0011]). Fenton teaches rendering the webpage in the web browser, wherein the rendered webpage includes a designated space for advertisement units; rendering the first self-contained advertisement unit within the designated space for advertisement units (manage showcase pages, para [0011]. It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to modify the method of McFadden to include rendering the webpage in the web browser, wherein the rendered webpage includes a designated space for advertisement units; rendering the first self-contained advertisement unit within the designated space for advertisement units; and rendering the second self-contained advertisement unit within the designated space for advertisement units as taught by Fenton for the advantage of enhancing the commercial appeal of McFadden by providing a feature that would be useful in web page management.

Regarding claim 2, in the combination of McFadden and Fenton, Fenton further discloses the first self-contained advertisement unit and the second self-contained advertisement unit are programmed in one of Dynamic Hypertext Markup Language (DHTML) and Cascading Style Sheets (CSS) (dhtml, para [0040]).

Regarding claim 3, in the combination of McFadden and Fenton, McFadden further discloses the second self-contained advertisement unit is configured to elicit further interactions with a user (interaction, para [0043]).

Regarding claim 4, in the combination of McFadden and Fenton, McFadden further discloses the first self-contained advertisement unit and the second self-contained advertisement unit are rendered from computer code segments that are configured to be portable to other web pages (message unit, para [0022]).

Regarding claim 5, in the combination of McFadden and Fenton, McFadden further discloses the first self-contained advertisement unit and the second self-contained advertisement unit are configured to receive and execute instructions from each other (message unit, para [0022]).

Regarding claim 6, in the combination of McFadden and Fenton, McFadden further discloses interactions with and between the first self-contained advertisement unit and the second self-contained advertisement unit are communicated to the advertisement server (message server, para [0022]).

Regarding claim 7, in the combination of McFadden and Fenton, McFadden further discloses a third self-contained advertisement unit is selected and sent to the web browser based on the interactions with and between the first self-contained advertisement unit and the second self-contained advertisement unit (web browser, para [0024]).

-------------Please See Supplemental Sheet--------------------

Form PCT/ISA/237 (Box No. V) (April 2007)

WRITTEN OPINION OF THE INTERNATIONAL SEARCHING AUTHORITY	International application No.
	PCT/US 08/81367

Supplemental Box

In case the space in any of the preceding boxes is not sufficient.
Continuation of:
Box V2 - Citations & explanations:

Regarding claim 8, in the combination of McFadden and Fenton, McFadden further discloses building a user profile based on a user's interactions with the first self-contained advertisement unit (interaction, para [0043]); and embedding a cookie on the web browser to identify the user with the user profile (web browser, para [0024]).

Regarding claim 9, in the combination of McFadden and Fenton, McFadden further discloses updating a user profile based on the user's interactions with the first self-contained advertisement unit (interaction, para [0043]).

Regarding claim 10, in the combination of McFadden and Fenton, McFadden further discloses the dynamic processing further includes analyzing a user profile associated with a user interacting with the web browser (web browser, para [0024]).

Regarding claim 11, in the combination of McFadden and Fenton, McFadden further discloses the first self-contained advertisement unit is an online query (message retriever, para [0027]).

Regarding claim 12, in the combination of McFadden and Fenton, McFadden further discloses the first self-contained advertisement unit and the second self-contained advertisement unit includes embedded syndication content (message unit, para [0022]).

Regarding claim 13, McFadden discloses a system for interactive delivery (interaction, para [0043]) of self-contained advertisement units (advertisements, para [0003]), comprising: a client web browser configured to render a web page having a first self-contained advertisement unit (web browser, para [0024]), wherein the first self-contained advertisement unit is configured to, enable user interactions and submission of user interaction data via a submit function, and be rendered without a plug-in application (message unit, para [0022]); an advertisement unit database element configured to store a plurality of self-contained advertisement units (message unit, para [0022]); and an advertisement unit server element communicatively connected to the client web browser and the advertisement unit database element, the advertisement server element configured to, receive the user interaction data, dynamically process the user interaction data to select a second self-contained advertisement unit from the plurality of self-contained advertisements stored in the advertisement unit database element (message server, para [0022]), and send a second self-contained advertisement unit to the client web browser to replace the first self-contained advertisement unit the web page, wherein the second self-contained advertisement unit is configured to be rendered without a plug-in application (message unit, para [0022]). McFadden does not expressly disclose a client web browser configured to render a web page having a designated location for a first self-contained advertisement unit; and an advertisement server element configured to send a second self-contained advertisement unit to the client web browser to replace the first self-contained advertisement unit in the designated location of the web page. Fenton teaches a client web browser configured to render a web page having a designated location for a first self-contained advertisement unit (manage showcase pages, para [0011]); and an advertisement server element configured to send a second self-contained advertisement unit to the client web browser to replace the first self-contained advertisement unit in the designated location of the web page (manage showcase pages, para [0011]). It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to modify the system of McFadden to include a client web browser configured to render a web page having a designated location for a first self-contained advertisement unit; and an advertisement server element configured to send a second self-contained advertisement unit to the client web browser to replace the first self-contained advertisement unit in the designated location of the web page as taught by Fenton for the advantage of enhancing the commercial appeal of McFadden by providing a feature that would be useful in web page management.

Regarding claim 14, in the combination of McFadden and Fenton, Fenton further discloses the advertisement unit database element and the advertisement unit server element reside in a single computing device (storage space, para [0102]).

Regarding claim 15, in the combination of McFadden and Fenton, McFadden further discloses the advertisement unit database element and the advertisement unit server element reside in different computing devices (advertisements, para [0003]).

Regarding claim 16, in the combination of McFadden and Fenton, McFadden further discloses the first self-contained advertisement unit is an online query (message retriever, para [0027]).

Regarding claim 17, in the combination of McFadden and Fenton, McFadden further discloses assigning an audience rating to the first self-contained advertisement unit and the second self-contained advertisement unit (message unit, para [0022]).

Regarding claim 18, in the combination of McFadden and Fenton, McFadden further discloses the audience ratings of the first self-contained advertisement unit and the second self-contained advertisement unit do not exceed an audience rating level of the web page (message unit, para [0022]).

Regarding claim 19, in the combination of McFadden and Fenton, Fenton further discloses the first self-contained advertisement unit and the second self-contained advertisement unit are programmed in one of Dynamic Hypertext Markup Language (DHTML) or Cascading Style Sheets (CSS) (dhtml, para [0040]).

Regarding claim 20, in the combination of McFadden and Fenton, McFadden further discloses the second self-contained advertisement unit is configured to elicit further interactions with the user (message unit, para [0022]).

--------------Please See Supplemental Sheet--------------------

Form PCT/ISA/237 (Supplemental Box) (April 2007)

WRITTEN OPINION OF THE INTERNATIONAL SEARCHING AUTHORITY	International application No. PCT/US 08/81367

Supplemental Box

In case the space in any of the preceding boxes is not sufficient.

Continuation of:
Box V2 - Citations & explanations:

Regarding claim 21, in the combination of McFadden and Fenton, McFadden further discloses the first self-contained advertisement unit and the second self-contained advertisement unit are rendered from code segments that are configured to be portable to other web pages (web browser, para [0024]).

Regarding claim 22, in the combination of McFadden and Fenton, McFadden further discloses the first self-contained advertisement unit and the second self-contained advertisement unit are web widgets (web browser, para [0024]).

Regarding claim 23, in the combination of McFadden and Fenton, McFadden further discloses the first self-contained advertisement unit and the second self-contained advertisement unit are configured to receive and execute instructions from each other (message unit, para [0022]).

Regarding claim 24, in the combination of McFadden and Fenton, McFadden further discloses interactions with and between the first self-contained advertisement unit and the second self-contained advertisement unit are communicated to the advertisement unit server element (message server, para [0022]).

Regarding claim 25, in the combination of McFadden and Fenton, McFadden further discloses a third self-contained advertisement unit is selected and sent to the web browser based on the interactions with and between the first self-contained advertisement unit and the second self-contained advertisement unit (interaction, para [0043]).

Claims 1-25 have industrial applicability as defined by PCT Article 33(4), because the subject matter can be made or used in industry.

Form PCT/ISA/237 (Supplemental Box) (April 2007)